



# GENDER PORTRAYAL

## A COMPARATIVE STUDY OF CITIZEN JOURNALIST AND TRADITIONAL MASS MEDIA

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### INTRODUCTION:

Recent times, Marshal McLuhan in 1964 said that mass media not only gives people information and entertainment, but it also affects people's lives by framing their way of thinking, opinion, attitudes, and beliefs about. It basically controls our social life by transferring the controlling leadership beliefs in an invisible way. Society has established control of males by institutionalizing authority of men over women, regarding gender portrayal. Gender representation of media across the world revolves around the description of muscular and delicate, basically they define muscular to male and delicacy to female. The male body is essentialized in our culture around certain features that mark macho. Similarly the femininity is also culturally constructed based on the body of the biological female. Therefore, the concept of masculinity and femininity are there just to show the socially accepted differences between men and women. We have also seen that many scholars argue that this difference are just based on biology and whereas some of them argue that these differences are socially made.

Over past few years the social role of women and men have been changed in our society but however the advertisements still represent traditional bonds between them to promote their products. The criticism of few people and lacking sensitivity of them regarding gender roles in advertisement are badly affecting the audience's attitude and perceptions which leads to arguments and physical violence even sometimes.

### REVIEW OF LITERATURE:

We have come across many different articles regarding portrayal of gender stereotyping as it is very common across media. In the field of communication the image of a woman in media is always a topic of controversy. Whether it's print or electronic portrayal of women and it's media coverage is a topic of interest for all. In 2011 Ross and Carter showed that male coverage in news item is also much portrayed as compared to female coverage. Ross and Carter's study was based on Britain and Ireland and their findings showed the bias in representation of women in media "Few women appeared as celebrities (9% newspapers; 5% radio and 0% across TV) and they were much more likely to be framed as victims (26% newspapers, 28% radio and 24% TV) of various crimes and events, including domestic violence (19%), war (16%) and discrimination (16%). Across broadcast news three quarters of male victims were portrayed as victims of war. Gender portrayal is very important whether it be print or broadcast media. To show the constant generality of gender stereotype in media sector a lot of researches and studies have been conducted and the result of these studies showed that over the years women have been portrayed as one who is engaged with household work or they have been shown as one who can be shown as a one in regards to sexual matters. Gender ideology is a important aspect in today's world in media irrespective of any mode. So it is very important to analysis the control of gender stereotype as it reflects culture and how people act within given culture. Erving Goffman (1979) used frame analysis to examine gender role stereotypes in advertisements, where he defined a frame as the principles of organization which govern social events and our involvement in them.

### CASE STUDIES:

#### Zomato Delivery Boy Case Study:

All social media needs is a little spat and lo, a whole garden of armchair critics comes into bloom.

A couple of weeks ago, a video was posted on Instagram from Bengaluru, where an influencer named Hitesha accused a Zomato delivery man named Kamaraj of assaulting her after an argument over a late delivery. She then rode a sympathy wave which allegedly gave her some 10,000 extra followers. But within a couple of days Kamaraj refuted her claim, saying it was Hitesha who had abused and hit him. Did Kamaraj abuse her and punch her nose? Or did Hitesha abuse him and hit him with slippers? Nobody really knows, but FIRs have been registered against both.

As the news broke, it was amusing to see how easily people were making up their minds and as quickly changing them. It was also amusing to see the simplistic sorts of tribalism that immediately came to the fore. First came commiseration for a customer, hailed as 'king' (or 'queen' in this case), being shabbily treated by a

delivery executive, so there was much tagging of Zomato.

As Kamaraj's version came out, the wave swung towards him, quickly morphing into a class debate — middle-class versus working class. Pacans were written about why one must always believe the hard-working salt of the earth and not privileged middle-class occupants of apartment blocks.

This brought its own backlash — how dare you disbelieve a woman, some demanded. According to this school, any woman who complains of assault must be instantly believed and any attempt to question her story automatically becomes an anti-woman stance.

The men then came out in hordes. Kamaraj's weepy video became the excuse to launch a nasty storm of misogyny directed against not just Hitesha but all women who, these men said, have been lying since the dawn of time and getting away with it.

Meanwhile, someone claiming to be a former flatmate insinuated that Hitesha had a history of freeloading. This was grist to the misogyny mill, as expected, but women too responded with self-flagellation, absurdly lamenting that when women like Hitesha lie and swindle, all women everywhere are discredited forever.

It is human to take sides in a debate, depending on where your sympathies lie, but issues are almost never as black and white as one would like them to be. As much as it's possible that Hitesha might have overplayed her hand in her eagerness to wrangle free food, it's possible that Kamaraj lost his temper and said intemperate things or flogged her off too violently. Or it might be a bit of both, with both sides downplaying their own transgressions as much as possible.

Neither Kamaraj's working-class background nor Hitesha's gender make them intrinsically violent or fragile, honest or dishonest. To ignore their individual quirks and propensities and focus exclusively on their larger 'tribal' memberships is a fraught path. Each individual incident comes with its own script, back-story and inter-personal dynamics, but our need to be facile, popcorn-munching pundit-judge-jury makes us push everything into one crude template and then take predictable positions.

Social media might intend to be a 'democracy aggregator' but it works more as a 'prejudice aggregator,' setting up gladiatorial contests between unreal binaries of good-bad, guilty-innocent, right-wrong. The protagonists become irrelevant as the commentators' blood lust takes over.

Let us, for argument's sake, pretend that Hitesha indeed lied. So what? Why is she expected to be the poster figure for #AllWomen? In fact, why should we expect that all women will tell the truth? As among men, among women too there are liars and killers, frauds and fakes, and this exaggerated expectation that all women must be kind and gentle and honest is a classic trap. It forces women to feel defensive about all manner of female offenses. And it allows toxic handles like 'Save Indian Family Foundation' and 'Men's Day Out' to convert each incident into another excuse for woman-bashing, for demanding the dilution of dowry or rape laws.

Hitesha was an influencer, that uniquely millennial profession, where you are constantly visible, monetizing tiny details of your life, chasing followers, seeking endorsement. So Hitesha decided to put Kamaraj on a social media trial. It got him suspended, even locked up for a bit, but when the locusts descended, they consumed Hitesha too. She has left her home and her Instagram handle has gone quiet. The social media glasshouse is such a terribly brittle thing. Jasleen Kaur harassment controversy.

#### Jasleen Kaur Controversy Case:

On August 23, 2015, Kaur, a former student at St. Stephen's College, posted a picture of a man and alleged that he passed obscene comments at her during an argument on road. After the post went viral, Singh was arrested a local police under sections 354A (Sexual harassment), 506 (Punishment for criminal intimidation)

and 509 (Word, gesture or act intended to insult the modesty of a woman) of the Indian Penal Code. Facebook post

The post made by Kaur on August 23, 2015: This man (misnomer) made obscene comments on me today at around 8 pm near Aggarwal, Tilak Nagar. He was on a silver Royal Enfield, vehicle number - DL 4S CE 3623. When I told him that im clicking his picture and i'm going to file a complaint against him, he responded by posing for the picture and said- "Jo kar sakti hai kar le. Complaint karke dikha, fir dekhiyo kya karta hun main". But there was something that is disturbing me much more than his obscene remarks- the fact that it was a red traffic signal and 20 other people heard what he was telling me. Yes, no one minded. No one intervened. No one stood up for me. I decided to stand up for myself and lodged a complaint in Tilak Nagar police station with his photo and vehicle number.

Share his picture and vehicle number as much as you can to pin this creep. (only if you care). Today he had the audacity to say these things to me, tomorrow he will have the audacity to move one step ahead and do it.

PS- I could've written here exactly what he said in his comments, but i don't want FB to remove my post.

Kaur's account stated that Singh was trying to jump the red signal. She asked him to follow the traffic rules to which Singh replied with obscene comments. The court later observed the complainant had made material alterations to her previous statements, concluding that "the testimony of the complainant is not trustworthy and casts serious doubt on the case of the prosecution."

Singh's account said that he wasn't breaking any of the traffic rules as he was intending to take a left-turn which is a free-turn even on a red signal. He explained this to Kaur which was construed rude by her.[citation needed] Kaur took pictures and posted it on social media providing a false summary of events. Singh also stated Kaur fabricated events as a publicity stunt to gain a political mileage as she is a supporter of the Aam Aadmi Party, an Indian political party.

The Facebook post shared by Kaur on August 23, 2015 immediately went viral on the social media in India with over 100,000 shares. Reactions in support of the Kaur, lauding her supposed bravery, and expressive of disgust and contempt for Singh came thick and fast, beginning the same day: The next day, on August 24, the then Delhi Chief Minister Arvind Kejriwal tweeted lauding her supposed bravery asking all the girls of Delhi to speak up against such unacceptable acts. The Delhi Commission for Woman (DCW) Chief, Swati Maliwal also came in support of Kaur.

The Deputy Commissioner of Police (West) said that she will be given 5000 rupees for her supposed bravery. Actress Sonakshi Sinha also came in support of Kaur, however later tweeted apologizing to Singh for the presumption of guilt. After this incident, Singh has stated he had lost his job short after the incident took place because of the media coverage and couldn't find any other stable source of income.

Times Now was fined a sum of Rs. 50,000 by the News Broadcasting Standards Authority (NBSA), and was asked to apologize on-air. Times Now had interviewed the accused in an "aggressive, intimidating, and browbeating style, and the telecast of the interview with tag-lines treating the accused as guilty". Judgment On October 24, 2019, four years after the incident, the court passed the judgment. All the charges were dismissed and Singh was held innocent. He was acquitted of all the charges against him.

#### Rohtak Bus Case:

On November 28, 2014, a video went viral on social media of two sisters thrashing three boys in a moving bus. The sisters said that the three boys were molesting them, after which they beat them. The boys were arrested but later got bail. The girls were praised a lot across social media. The matter reached court, and after 2 years of investigation, all three men were found not guilty. Witnesses cleared that it was just a quarrel over the seat on the bus. All the allegations were baseless.

A longer unedited video had been found on the internet, in which the girls asked a third girl, who had filmed the incident on their phone, to return it. Later another man came forward and claimed that he had been similarly accused of molestation by the girls and he had to pay ₹ 20,000 to have the charges dropped.

On 8 December, the girls offered to undergo a narcoanalysis test to prove that their version of the events were true. The girls had failed the polygraph test conducted on them, while the accused had passed it. On 18 January, 2015, the girls made a complaint to Suman Dahiya, vice-chairperson of the Haryana State Commission for Women, saying that they were being pressured to withdraw the case by authorities and that they were asked obscene questions during the polygraph test. In May 2015, the sisters complained to the police that someone was posting morphed pictures of them on social media.

On 30 November, the very day of the incident, the local police arrested the three accused and charged them under Section 354 (assault or criminal force with intent to outrage woman's modesty) and Section 323 (voluntarily causing hurt) of

the Indian Penal Code.

Reactions in support of the girls and expressive of disgust and contempt for the boys came thick and fast, beginning the same day: Haryana Women's Commission vice-chairperson Suman Dahiya said that she would visit the locality.[citation needed] Annie Raja, the general secretary of the National Federation of Indian Women, praised the girls and said it was the responsibility of the bystanders to help them.

The next day, 1 December 2014, Haryana Chief Minister Manohar Lal Khattar praised the bravery of the girls and announced a cash prize of ₹ 51,000 to be given to each of the girls at a function on Republic Day. Union minister Uma Bharati said that the all girls should respond like these girls did to harassment. Union Minister Nirmala Sitharaman praised the girls and said that the viral video showed the risk women face even in public spaces. Lalitha Kumaramangalam, chairperson to the National Commission for Women, praised the bravery of the girls brave and called upon the government to take appropriate action.

On the same day, and hardly 24 hours after the incident, the Indian Army sources said that two of the men, who had been selected in the army physical test, will not longer be allowed to appear in the written exam. Defence Minister Manohar Parrikar said that such men had no place in the Indian Army. A local court suspended the bus driver and conductor, and sent the three men to judiciary custody By 2 December, TV channels had picked up the story and were visiting the girls' home to interview them. The girls had claimed that the video was taken by a pregnant woman, who was the only co-passenger who had tried to help them. But, the woman could not be traced. The police also said that not a single eye-witness had come forward.

On being interviewed, the father of one of accused said that all three were 19 years old and were pursuing Bachelor of Arts from the Jat College in Rohtak. Two of the boys, Kuldeep and Mohit, were returning after appearing in an army recruitment exam. One of the boys was asked by a sick old woman to buy her a ticket at the bus stop. On boarding the bus, they found the two girl occupying the seats allotted to the old woman. Upon asking them to vacate the seat, an argument began and girls started to hit them. When the boys retaliated, the girls began to capture it on video. The third accused, Deepak boarded the bus later and got caught in the fight. Four women of Asan village, from which the accused hail, said that the boys had not harassed the girls and it was a dispute over seats.

On 2 December, a second video went viral on the internet, which showed the girls hitting another boy in Rohtak. The girls claimed that the video was a month older, it was taken in HUDA park, Rohtak. The girls claimed that they were teased by some boys sitting on a bench and after one of the girls started hitting them, they fled. The girls denied that they had released the second video for publicity and said that they had not filed a case for that incident because the accused had fled. The girls said the video was probably taken by a bystander and as they always respond to harassers in the same manner, there were probably more videos of them out there.

By 5 December, six women claiming to be passengers on the bus had testified to police. They said it was not an issue of harassment, but a dispute over seats as the girls had been occupying a seat allotted to a sick woman. The government put the prize on hold after the development. On 6 December, Kiron Kher, a Member of the Parliament, said that she trusted the girls' version of the story.

On 8 December, the girls offered to undergo a narcoanalysis test to prove that their version of the events were true. The girls were later given police security, after they claimed that they were being pressured by the accused to withdraw the case. By now the accused had been released on bails. By this time, a third video had emerged which showed one of the accused being beaten by his father in a police station and being asked to apologize to the girls. By now another man came forward and claimed that he had been similarly accused of molestation. He had to pay ₹ 20,000 to have the charges dropped. On 11 December, various non-Jat groups gave their support to the girls, who belong to an OBC caste, and said the government should reinstate the cash prize.[The accused were revealed to be of Jat caste. By this time, a longer unedited video had been found on the internet, in which the girls asked a third girl, who had filmed the incident on their phone, to return it. A witness also came forward claiming that she saw the girls ask a third girl to make the video..

In August 2015, the police completed its investigation and filed the chargesheet. The 200-page chargesheet contained statements of 50 witnesses, and included the report of the lie-detector test. The media reports said that the statement of the woman who shot the video was also included. She had allegedly said that no molestation had taken place and mobile phone was given to her by one of the girls. The police said the polygraph test of the accused boys was found to be credible. The legal counsel of the girls, Attar Singh Panwar speaking to Hindustan Times, accused the police of bias in the investigation. He said the polygraph test might be fabricated by the police and suggested that the case should be handed over to the Central Bureau of Investigation (CBI) Boy Committed Suicide Over Rape Allegations

17-year-old boy committed suicide after being accused by a girl of sexual assault.

A 17-year-old boy from Gurugram committed suicide after being accused by a girl of sexual assault on social media. The boy jumped off from the apartment building. The teenager is said to have taken this step after a girl accused him of molestation through an Instagram post. She posted that the boy attacked her 2 years back, and now she is tired of keeping this a secret. No Police Complaint Filed By Boy's Parents refused to file a complaint. So the police started a suicide inquiry under Section 174 of the Code of Criminal procedure. The lawyer of Manav wants to uncover the truth due to which an innocent boy has to end his life.

Almost an hour before his suicide, Kaur had posted an Instagram story alleging an incident which occurred when Manav was 14–15 years old, accusing him of harassing her, touching her inappropriately and demanding sexual favors. She says she mentioned his name but did not tag him. Soon, her friends took screenshots and started re-posting it, tagging Manav. The harassment began immediately. According to Manav's friends, he was shamed, bullied, and threatened. After the story went viral, Manav received threat calls and messages and was the victim of harassment by the girl and her friends. Manav tried to defend himself and maintained that he was innocent. According to a classmate, Manav pleaded with her friends to take it down, contending that it was not true, but they were relentless. After sustained abuse, he panicked and reached out to his friends. Gurugram police found chats that Manav had with his friends, minutes before he committed suicide. The boy wrote he was stressed, asking his friends to keep talking to him.

According to an Instagram post by his brother, he had a panic attack, and committed suicide. On 4 May 2020, at about 11:30 in the evening, Manav jumped off the 11th floor balcony of his home in DLF Carlton Estate, in Gurugram. His phone was in his room during dinner, and his family had gone to sleep at 10:30. An hour later, the intercom rang. His mother heard people crying and looked down to see him lying on the ground. The police said a guard saw him in a pool of blood and alerted his parents. He was rushed to a hospital where he was declared dead on arrival.

#### Aftermath and investigation:

After hearing what happened, Kaur posted another Instagram Story in which she said that it's not her fault that he couldn't handle the pressure.

According to father of Manav, Manoj Singh, He had to push the police officers for several days and even beg them to register an FIR but the police were not interested in investigating the case. An initial FIR was filed against 'unknown persons' for abatement of suicide. He alleged that the immense distress, shame, fear and unbearable anxieties cause by the "defamatory, slanderous, illegal post" had led to his son committing suicide, and had sought that a case be registered against all persons who have posted the said illegal post and against Instagram which allowed the public dissemination of such an illegal and obnoxious post. The father blamed online harassment and trolling for his son's suicide.

#### Faulty investigation:

According to Manoj, after the registration of the FIR, the police was completely passive in investigating the case for 2–3 months and didn't submit details of the probe about the involvement others in the case. The cops also did not produce Instagram, WhatsApp or Snapchat records. It was at this point that Manoj Singh's lawyer Amish Aggrawal filed a case under the Section 15 clause 3 of the Criminal Procedure Code which empowers the court to direct the police to register an FIR or even monitor the case after the registration. The case reached the Gurugram court which expressed concern over the slow pace of investigation, noting "the investigating officers are working at a low pace in the present matter for reasons best known to them," directing the Gurugram police to submit a status report every 15 days until the filing of the final report.

The chargesheet was filed at January-end. According to Aggrawal, this chargesheet was preceded by 4 months of stretching out of the investigation by the police. Kaur and a friend are currently facing trial under Section 305 (abatement to suicide) and Section 34 of the Indian Penal Code. After the chargesheet was filed, the family's legal counsel filed a protest petition, saying the investigation was faulty, because they had named several witnesses and accused, none of which were examined.

#### Intervention by the National Human Rights Commission:

In June 2021, the National Human Rights Commission of India intervened in the case after a petition by the boy's family. The Commission conducted a perusal and declared that there had not been a fair investigation in the matter, citing problems such as the silence of the enquiry report on any arrests, the mobile phones not being sent for forensic on time, and the filing of a final report without the procurement of any 'mobile phone data report, snapchat, Instagram from FSL, Madhuban.' The Commission termed the investigation done by the I.O. as "nothing but vitiated investigation which cannot rise to a valid chargesheet."

#### CONCLUSION:

The public service announcement has emerged as a popular source of information during the pandemic situation and every age of people are having the knowledge about the announcements, its main aim is to create awareness and precaution steps that people must aware of it. We got more response from the region

Madurai and from this study, we got the information that there is been impact were created by the public service announcement and also we found that there is behavioural change also created like social distancing and wearing mask among the public. On other side of this public service announcement that the people are got frustrated due to its repeated message which feels that its forcing them to do particular things. But the positive response are higher than other responses. As a outcome of the, it can be concluded that the Public service announcement were created a positive impact on the public during pandemic.

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